

Curriculum Vitae

Sara Atef Wahba, Ph.D.
Assistant Professor, Faculty of Tourism and Hotels,
Beni-Suef University, Egypt
Visiting Scholar, Arizona State University - USA
Member, The Arab Organization for Quality Assurance in
Education (AROQA)

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➤ Personal Data

Date of birth : October 10, 1981.
Nationality : Egyptian.
Gender : Female.
Address : Egypt.
Marital status : Married.
Mobile (Egypt) : 002 012 24388312
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➤ Education

1 Ph.D (Improving The Quality of Tourism Education)

Location : Suez Canal University.
Date : 2015.

2 Masters Degree (Sustainable Tourism Development)

Location : Suez Canal University.
Date : 2008.

3 IT Professional Training Diploma (CIW ID0-420)

Location : Ministry of Communication, Egypt in collaboration with
International Business Machines (IBM), USA.
Grade : Graduation Project: 89.16%
Date : July 2003.

4 Bachelor of Tourist studies.

Location : Suez Canal University, Egypt.
Graduation : 2002.
Bachelor Grade : Very Good.
Graduation project: Excellent.

➤ Professional Experience

Arizona State University - USA

Job : Visiting Scholar
Location : School of Community Recourses & Development
Contribution to other activities:

- Carry out scientific researches on Marketing and Management.
- ASU certifications on:
 1. Global Marketing Management.
 2. Sustainable Communities
 3. Travel & Tourism
 4. Tourism Planning
- Engaged in many on/off campus activities:
 - September 12, 2022 Night of art, culture and faculty-led scholarly discussion, ASU Council for Arabic and Islamic Culture.
 - October 17, 2022 Humanities week event, "Promoting multiculturalism, diversity, cross-cultural understanding, inter-faith dialogue, global awareness", ASU Council for Arabic and Islamic Culture.
 - October 26, 2022 Open Conversation, International Students and Scholars Center (ISSC)
 - Nov14-17, Participating in the Organization Committee of "The Phocuswright Conference 2022", Phoenix, Arizona, USA
 - Dec 3, 2022, participating in a scientific trip to Mexico "US-Mexico border Tourism".

Beni-Suef University - Egypt

Job : Assistant Professor (From April 2022 until now)
Lecturer (From August 2016 until March 2022)
Location : Faculty of Tourism, Beni-Suef University, Egypt

Contribution to other activities:

- Cultural Committee Advisor, Beni-Suef University.
- Vice President of Quality Assurance Unit for Education and Accreditation.

- Vice President, Social Solidarity Committee.

Reference: Prof. Dr. Ghada Hammoud, Dean, Faculty of Tourism & Hotels

Cell No. +2 01119703071

Promedia International - Kuwait

Job : Educational Quality, Training expert.

Location : Promedia International, Kuwait.

Period : From November 2012 till December 2014.

Contribution to other activities:

- Member of the Scientific Committee of the 2nd Gulf Conference for Human Development, Kuwait, 24-26 May 2016.
- Member of the Scientific Committee for the Conference and Exhibition of Environmental Management, Kuwait, 27 October 2014.
- Vice-Chairman of the Process Committee for the Third Green Buildings Conference, Kuwait, 24-26 November 2014.

Reference: Talal Al Shamari, Training and Development Affairs Director

Cell No. +965 97772806

Suez Canal University - Egypt

Job : Researcher, Education Development Center

Location : Suez Canal University, Egypt

Period : From July 2003 till April 2012.

Reference : His Excellency Dr. Mamdouh Ghorab, President of Suez Canal University

Cell No. +2 01025555727

Courses delivered at Faculty of Tourism and Hotels: (For Under grad & Grad students)

- Protocols and Etiquette.
- Events and Conferences Management.
- Specialized Foreign Language (1)
- Tourism Economics.
- International Tourism Organizations.
- Tourism Development.
- Tourism crisis management.
- Human Resource Management in Tourism.
- Tourism and Host Community.

Volunteer work and community activities

Job : Women Empowerment Committee Member.

Small and Medium Enterprises Committee Chairman

Location : Al - Quddous Charity Foundation, Egypt

➤ Training Courses (Summary)

- **Marketing Management**, Arab Planning Institute, Kuwait 2020.
- **Interactive Training Workshop "Sustainable Development in the Light of the COVID-19 Pandemic"**, Arab Planning Institute, Kuwait, May 23, 2021.
- **Digital Transformation Courses**, Computer Training Unit, Beni Suf University, 1-6 January 2022.
 - ✓ 1- Presentation
 - ✓ 2- Word
 - ✓ 3- IT
- **Effective Communication Skills**, Faculty Development Center, January 23-24, 2022.
- **Credit Hours System**, Faculty Development Center, January 25-26, 2022.
- **Integrity, Transparency and Anti-Corruption**, Faculty Development Center, January 30-31, 2022.
- **International Research Publishing**, Faculty Development Center, February 1-2, 2022.
- **Strategic Planning**, Faculty Development Center, 6-7 February 2022.
- **Administrative and legal skills for faculty members**, HR Center, Beni-Suef University, Egypt (2016).
- **University Professional ethics**, HR Center, Ministry of Higher Education, Egypt (2016).
- **Successful Leadership**, HR Center, American University, Egypt (2012).
- **Crises Management**, HR Center, American University, Egypt (2012).
- **ICDL**, IT Center, Suez Canal University, Egypt (2009).
- **Database Design Methodology**, IT Center, Suez Canal University, Egypt (2009).
- **Arabic Reports writing Skills**, Continues Learning Center, AUC (2008).

- **English Reports writing Skills**, Continues Learning Center, AUC (2008).
- **Economics for Non - Economists**, World Trade Organization (WTO), Switzerland (2007).
- **Business Intelligence**, Education Development Center, Suez Canal University, (2006).
- **Technical project management**, Education Development Center, Suez Canal University, (2005).

➤ **Research, conferences and workshops**

- A published research entitled "The Impact of Sustainable Marketing on Diversifying the Tourism Product for Archaeological Sites in Egypt by Application on Luxor Governorate", Journal of the Union of Arab Universities for Tourism and Hospitality, Volume 22, Issue 1, 2022, **Egypt**.
- A published research entitled “The Importance of Cultural Events in Improving the Mental Image of Egypt as a Tourist Destination by Application on the Effectiveness of the Procession of Transferring the Royal Mummies to the Museum of Civilization”, Journal of the Union of Arab Universities for Tourism and Hospitality, Volume 22, Issue 1,2022, **Egypt**.
- A Published research entitled "Modern trends of green marketing and its impact on attracting European tourism to Egypt", International Journal of Heritage, Tourism and Hospitality, Faculty of Tourism and Hotels, Fayoum University, Vol. 15, No. 3, December 2021, **Egypt**.
- A published study entitled "Strategic vision for placing Beni-Suef Governorate on the Egyptian tourism map using a quadripartite analysis", the International Journal of Heritage, Tourism and Hospitality, Faculty of Tourism and Hotels, Fayoum University, Volume 15, Issue 3, December 2021, **Egypt**.
- A published research entitled "The impact of smart sustainable cities on enhancing tourism competitiveness (A case study of the new administrative capital), Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 21 No. 2, (December 2021), **Egypt**.
- Participation in "ESD Conference 37 RD International scientific on Economic and Social Development (Sustainable Tourism in post - pandemic world)", University of Dubrovnik, October 21-22, 2021, **Croatia**.

- A Published research entitled “The impact of digital technology on the development of competencies for human resources on companies: applied to Egypt Air Institution”, Tourism and Hospitality Journal, Association of Arab Universities, 2020, **Egypt**.
- Participation in the conference "Facing Economic and Political Challenges in Regional and International Frameworks", Beni Suef University, March 13-15, 2018, **Egypt**.
- A published Research Titled "The Recent Exchange Rate Fluctuations and its effect on Egyptian Tourism Competitive", Technological and Educational Institute of Greece, Athens, 2017, **Greece**.
- A published paper, "The National Report on Human Development in Egypt 2010, an analytical reading of the socio-cultural environment available to youth and the environment of the services environment and services environment, which includes education, health, information and communications technology and youth-related housing, 2016, **Egypt**.
- A published research "Experience of Malaysia and Singapore in human capital development and lessons learned" the 2nd Gulf Conference for Human Development, 24-26 May 2016, **Kuwait**.
- Paper Titled " Comparison between Chinese and Egyptian experience in the field of Human Development Strategy" The Chinese-Egyptian Relationship Conference Confoshus Institute,2015, **China**.
- Paper Titled "the Implementation of the Sustainable Environmental Development Technics in Kuwait" the Third Green Buildings Conference, 24-26 November 2014, **Kuwait**.
- Published research entitled "A proposed conception for the implementation of quality management in tourism education institutions", the first conference of the Egyptian Society for Quality, Ain Shams University, 2010, **Egypt**.
- A published research entitled "The Role of Host Institutions as One of the Attractions for Ecotourism", Journal of the Federation of Tourism Faculties for Arab Countries, 2008, **Jorden**.

➤ Achievements

- Appreciation Certificate from the Governor of Beni Suef and the President of the University for establishing the initiative to preserve energy and the environment for university students. (2016)

- Appreciation Certificate from the National Council for Women in Egypt for the national activity in Women and Youth Empowerment. (2007)
- Appreciation certificate from the Ambassador of the Italian Republic in Egypt for the Italian-Egyptian cooperation project for the development of environment and society. (2006)

➤ **Language**

Arabic (Mother tongue)

English (Excellent command)

German (Good)

➤ **Computer Skills**

Full comprehension of all Microsoft office applications and Internet.

Documented paper and certificate

Available upon request.